

PUBLIC RELATIONS, ADVERTISING AND MARKETING

I. PROGRAM OVERVIEW

The Office of Traffic Safety employs one fulltime staff person – a Manager of Marketing and Public Affairs – who oversees: media and press relations for traffic safety issues and initiatives for the entire state of California; and a marketing contract that assists the OTS in directing media buys, video and audio PSA production, media event planning, print and graphic materials.

II. ACTION PLAN

In 2008, OTS will focus on generating earned media for a myriad of traffic safety initiatives through targeted DUI and seat belt campaigns and through active grants – all designed toward lowering the Mileage Death Rate and increasing statewide seat belt use. This approach includes providing increased media assistance to local grantees on new and innovative programs and continuing to target under-represented groups and the general population with traffic safety messages.

During the first half of the plan year, OTS Public Affairs will be utilizing its contractor, Ogilvy Public Relations Worldwide, in support of many of these initiatives. OTS will be requesting proposals for a new contract to provide such services for the remainder of the plan year and beyond. The Contractor assists OTS in campaign development, media buys, advertising services, graphic design and publication production and various other marketing grants that are designed to assist the State in creating awareness of traffic safety programs and initiatives and reach its goal of reducing fatalities and injuries due to traffic crashes.

III. TASKS

TASK 1 - PUBLIC RELATIONS

157

STATEWIDE CAMPAIGNS

OTS Public Affairs will spearhead several key public awareness campaigns during 2007-2008. Key campaigns will include California's "Click It or Ticket" campaign (also see Paid Advertising), as well as December's Holiday DUI Crackdown, Child Passenger Safety Week (September), and DUI enforcement campaigns around the state's three other major holiday periods: Memorial Day, Independence Day, and Labor Day weekends. All campaigns will rely heavily upon earned media to educate Californians about safe driving practices, including seat belt use, child passenger safety and impaired driving. OTS will also continue to expand partnerships with CHP, the Department of Motor Vehicles, Caltrans, and the Department of Alcoholic Beverage Control on various programs and campaigns such as "Click It or Ticket" moving forward.

PARTNERSHIPS

OTS has an established track record of developing successful partnerships to raise awareness of important traffic safety issues. OTS partners represent a variety of community groups; traffic safety industry representatives; local, regional and state government agencies; as well as general business and industry organizations.

Public/Private partnerships are very important to OTS' long-term planning. These partnerships are designed to augment resources, extend outreach to diverse audiences and at-risk communities, and extend marketing opportunities. Past partners have supported Teen anti-DUI programs, DUI Crackdown Month, Child Passenger Safety, safety belt use, and bicycle and pedestrian issues, to name a few. OTS will build upon existing partnerships and forge new alliances to support and facilitate the distribution of its traffic safety messages, as well as its own conferences, meetings and community events.

OTS TRACKS NEWSLETTER

The Office's flagship and award-winning quarterly publication, *OTS Tracks*, is now in its 16th year of production. Its audience is more than 3,000 traffic safety practitioners, law enforcement and fire departments, members of the media, legislators, and key stakeholder groups. Content includes news about OTS initiatives, staff, thought-provoking guest commentaries from local grantees and stories of their successes, as well as perspectives from the Secretary of Business, Transportation and Housing Agency, and the Director of the Office of Traffic Safety.

OTS WEBSITE

The OTS web site (www.ots.ca.gov) has undergone an entire reconstruction. Grantees, law enforcement agencies, and other traffic safety stakeholders are increasingly reliant on the web site for topical information on everything from grant application announcements to new data on a plethora of traffic safety subjects. The news media and researchers are using the OTS site as a valued resource.

The new web site is geared to the needs of its primary audiences. Potential and current grantees make up the bulk of those visiting the site, with media, researchers, stakeholders and the general public following along successively. The new site is formatted with this usage in mind. Additionally, the site will continue to utilize the latest in web technology and design to enhance both look and usability. These enhancements will greatly improve the ease of navigating the site to find what the visitor requires. It will be the next step in moving toward a more complete web-based grant operation.

MEDIA RELATIONS

Bringing together expert resources in Media Relations, Public Affairs and community outreach, OTS Public Affairs offers an array of services, including: Media Relations, Marketing, Event Logistics, Creative Writing, and Campaign Management.

OTS Public Affairs is a "one-stop shop" resource for all of its grantees, whether organizing a media event or assisting in garnering earned media through placement of specialty stories or op/eds. The Office also works with the National Highway Traffic Safety Administration on media buys surrounding high-profile DUI and seat belt enforcement campaigns. The Office also assists all grantees in crafting news releases and press advisories, as the need arises.

GRANTEE SUPPORT

Integrating media into all grant programs on the local level is key goal and objective in OTS Public Affairs. The office routinely assists grantees in the execution of media events, framing key messages, and arranging media interviews. In addition, OTS Public Affairs directs the message on news releases and specialty articles penned by local grantees and community-based organizations. In 2008, OTS Public Affairs will be developing and instituting an on-going training program for grantee media relations personnel.

TASK 2 - PAID ADVERTISING

157

CAMPAIGNS

During 2008, some of the campaigns that OTS may be using paid media include: Holiday DUI Crackdown (December); Child Passenger Safety Week (September), regional AVOID DUI campaigns (held during peak holiday periods), Click It or Ticket (May), Sports and Entertainment Venue (year-round) and other campaigns as they arise. (\$490,000)

OTS Public Affairs will receive comprehensive reports from Ogilvy Public Relations after each campaign detailing all aspects of the campaigns and listing actual audience impressions. OTS and grantees track press coverage generated by campaigns. Pre and post campaign surveys will be taken to gauge actual changes in behavior in seat belt usage for the Click It or Ticket campaign.

The following table reflects grants active in FFY 2008 with paid media in their budgets:

Grant #	Agency	Budget
AL0731	California Highway Patrol	\$ 200,285.00
AL0734	California Highway Patrol	\$ 40,000.00
AL0740	California Highway Patrol	\$ 79,000.00
AL0761	California Highway Patrol	\$ 100,000.00
AL0845	California Highway Patrol	\$ 400,000.00
AL0849	California Highway Patrol	\$ 500,000.00
MC0702	California Highway Patrol	\$ 400,000.00
PS0706	California Highway Patrol	\$ 10,000.00
PS0707	California Highway Patrol	\$ 70,000.00
PS0801	California Highway Patrol	\$ 50,000.00
PT0735	California Highway Patrol	\$ 25,000.00
PT0813	California Highway Patrol	\$ 30,000.00
PT0825	California Highway Patrol	\$ 75,000.00
RS0702	Department of Transportation	\$ 1,815,000.00

TASK 3 - MARKETING

157

SPORTS AND ENTERTAINMENT MARKETING

OTS Sports & Entertainment Marketing program has become a national model for sports partnerships and traffic safety. While the 2008 schedule of events won't be announced until after the new year, campaign venues being explored include partnerships with California-based professional baseball, soccer, concerts, auto racing, hockey and high school football teams.